



European Satellite Operators Association



Session One
"Towards Intelligent Platforms"

- Achieving Broadband for All -

7th Nov 2011

Aarti Holla
Secretary General

www.esoa.net

sg@eso.net



European Satellite Operators Association

Europe's Satellite Operators

- 11 satellite operators in 8 MSs of the EU



- Flying over 150 satellites
- Global coverage of communications services
- The world's 4 largest satellite operators are European companies

Universal Coverage - A Political Priority?

- Today's subject: "Intelligent Platforms" but for 10m Europeans, there are still *NO PLATFORMS*
- Little attention for the Digital Agenda 2013 target (Broadband for All)
- Focus on implementing NGA (2020 targets: 30Mbps/ 100Mbps)
- Member States arbitrate between short- & long-term investments
- No dedicated funding for the Digital Divide, cf.
 - US: \$100m earmarked for rural areas through satellite specific projects
 - Australia: Program of interim & long-term satellite solution (2 new satellites) for rural areas
- € are deployed for fibre but not reaching rural users for years to come

A PERSISTENT DIGITAL DIVIDE



"We know you don't have Internet but don't worry, by 2020 you'll have 30Mbps"

An acceptable promise for those with no satisfactory BB today?



- Regions have diverse characteristics
- 'One-size fits all' does not deliver on all needs
- Need pragmatic & informed solutions:

E.g. EU Commission Decision: State Aid 461/2009 UK

Cornwall & Isles of Scilly Next Generation Broadband:

“Where the costs of deploying fibre [...] were prohibitive [...] the preferred bidder will provide basic or advanced basic **broadband services via satellite** [...] typically where existing broadband infrastructures [...] cannot provide minimum download speeds of 2 Mbps at affordable prices”

E.g. EU Commission Decision: State aid 646/2009 Italy

National broadband plan for rural areas in Italy:

“Financing of users' access in areas where morphologic conditions make either **impractical or economically unviable the set up of terrestrial facilities**”

“Satellite, a **complementary solution**, alternative to the terrestrial backhaul, to overcome the digital divide”

MSs Implementation of Broadband

- MSs do not make BB Plans that distinguish between delivering basic broadband & deploying next generation networks
⇒ *Artificial distinction between 2013 & 2020 objectives?*
- Presumption: the last few percent are the most difficult to connect
⇒ *In fact the quickest/ cheapest/ easiest to connect ...via satellite!*

Examples of satellite equipment:

Small, easy to install, usually free for the end-user, easily movable



Passez à la vitesse supérieure

- ☐ Actualités
- ☐ Comment ça marche ?
- ☐ Communes concernées
- ☐ Couverture Haut Débit
- ☐ Financement partenaires
- ☐ L'initiative régionale
- ☐ Quel débit ?

L'initiative régionale



L'aspiration légitime de nos concitoyens à accéder au Haut Débit et l'enjeu stratégique pour l'attractivité de nos territoires sont au coeur des collectivités territoriales.

La Région Auvergne et les quatre Conseils généraux se sont engagés, avec le soutien de l'Etat et de l'Europe, à contribuer à l'aménagement numérique du territoire, en signant, le 2 décembre 2005, une "Convention en vue de la résorption des zones blanches, non desservies en Haut Débit". L'objectif est de couvrir 100% des centres bourgs et d'améliorer significativement la couverture des habitats disséminés.

SUITE 

Toute l'Auvergne en haut débit !


0,4%

DES FOYERS
EN HAUT DÉBIT
SATELLITE



Des aides pour mieux s'équiper

Par souci d'égalité, nous avons décidé des aides publiques pour vous soutenir dans cet investissement.

Pour en savoir plus et tester votre éligibilité 



NordNet



Vivéole

99,6 %

des foyers Auvergnats auront accès au HD

Convaincu du rôle fondamental du Haut Débit pour renforcer l'attractivité des territoires et la

Un réseau ouvert à la concurrence

Les TPST (très petits sites techniques) accueilleront les DSLAM* de l'ensemble des opérateurs qui souhaitent proposer des offres.

▼ ACTUALITÉS

- L'Auvergne 1ère Région 100% Haut Débit depuis mars 2009 [+]
- Communes ouvertes commercialement au : 9 octobre 2009 [+]
- Les 4 premières communes avant fin 2007 [+]

▼ A NE PAS MANQUER

- La carte/calendrier de déploiement du haut débit en Auvergne



Consulter
la liste des communes 

Co-financiers ▼



- Satellite broadband: good quality Internet access, 30Mbps consumer broadband not offered today BUT delivers all standard Internet broadband applications



“New satellites offer downloads at 10 Mbps per second, which compares well against many of the wired ADSL speeds consumers now receive”

- Vital component for the 2013 Digital Agenda target



Technologies like [...] satellite [...] can be the most cost-effective in such areas where more common, landline solutions are not an option

- BUT need for information



Overcome the lack of technological awareness we often see in remote and rural areas. I am confident this can be done ... To deliver that last 5%, we are going to have to get creative about the technology solutions.



- Satellite BB is relatively new
- Member States:
 - Familiar with traditional wired technologies
 - Less familiar with recent/ innovative solutions e.g. satellite/ hybrid satellite-terrestrial (wireless + wired) solutions
- Need for:
 - Ongoing reminder of socio-economic imperative of the 2013 objective, independent of speeds
 - Adequate information about all available technologies to rebut presumption the last few percent are the most difficult to connect
 - An invitation to regions to submit balanced proposals that address both 2013 & 2020 objectives
- Is this happening?
 - Oct DG INFSO Guidelines: ...
 - Connecting Europe Facility: €9.2bn proposed for trans European telecoms networks but investments acceptable if they enable 30Mbps – is satellite included?

Thank You!

